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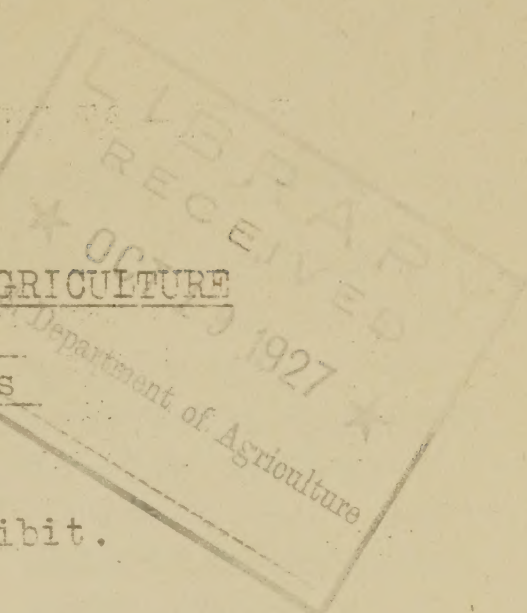
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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits



A Summary of the Exhibit.

BEEF - AT THE MARKET - IN THE KITCHEN

A special exhibit showing the difference between "Choice" and "Common" beef and how to cook the different cuts.

Specifications.

Floor space required	-- width	-- -- -- --	21 feet.
	depth	-- -- -- --	8 feet.
Wall space required	-- -- -- -- --		None
Shipping weight	-- -- -- -- --		1674 lbs.
Electrical requirements	-- -- -- -- --		None.

BEEF - AT THE MARKET - IN THE KITCHEN

How It Looks.

The leading feature of the exhibit is a display of carefully made and colored wax models of several cuts of choice and common grade beef. These are shown in a model of a glass refrigerating counter which leads the viewer to assume, at first glance, that real meat is on display.

The directions for cooking the meat are given in large lettered text on the back of the sections of the booth. The two side sections show posters of interest to those who purchase beef.

What It Tells.

A pen-and-ink drawing was reproduced some time ago in one of our livestock journals published daily in the Middle West. It showed a modern lady shopper standing before a butcher's display counter upon which were arranged a round, loin end, rib cut, and fore shank of beef, each properly labeled with its name. With her fingers on her purse strings and a look of bewilderment she was represented as exclaiming "It's all just meat to me! ! !"
Below this cartoon the reader was reminded that this same lady has no difficulty in remembering such "staple" dry goods names as Charmeen, Kasha, Twill, Jeweltone, Kashlora, Twillbloom, et cetera. The title of the cartoon was-"ISN'T IT ODD?"

Undoubtedly, the situation portrayed in this drawing is closely akin to the truth of the matter. But housewives and others whose business it is to select the meat for our tables are showing an eagerness to become better acquainted with the different cuts of meat, their comparative values and the proper methods of cooking for each. This exhibit of the Department

represents an effort to aid in supplying that information.

The new poster, "DO YOU KNOW GOOD BEEF?" attempts to acquaint the public with the characteristic appearance of both choice and common beef. The latter has its place in the American diet, but it should be recognized for what it is worth and given culinary preparation accordingly.

Most folks know the difference between a porterhouse and a round steak, but too few are aware of the difference between a "choice" porterhouse and a "common" round. There is as wide a variation between a "choice" and a "common" porterhouse as between steaks cut from various parts of the same carcass. To hear out this fact two chucks, one "choice" and one "common" are shown in the exhibit side by side.

"Choice" is a trade name assigned to beef which is tender and juicy. "Common" is applied to beef which contains a large amount of tough connective tissue or "reinforcing;" it lacks both fat and juiciness. Choice beef is the result of careful breeding and feeding methods, Common beef comes from cattle that have been less fortunate.

Choice beef has an abundance of white, firm fat, a bright attractive red color in the lean and is firm and dry, yet velvety to the touch. Common beef has a scanty covering of dark or yellowish fat, a dark or blackish-red lean, and is soft, wet and glistening. These differences are the signs by which the housewife can determine the character of the meat purchased, and knowing this, can decide upon the proper cooking method.

Where To Get Information.

Write to the Bureau of Animal Industry, U. S. Department of Agriculture, Washington, D. C. for a copy of its poster entitled, "Do you know GOOD BEEF?" It

shows in natural colors a choice and a common round of
of beef, just as they would appear on the butcher's
block.